



Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM 2014 ANNUAL MEETING



FEBRUARY 19 – 22, 2014

San Francisco Marriott Marquis
San Francisco, CA USA



WWW.AUTM.NET/2014

 #AUTM2014

THE AUTM 2014 ANNUAL MEETING

The AUTM 2014 Annual Meeting is the one-stop shop for industry dealmakers and investors to network with nearly every academic research institution in the world in one place, at one time. If you are responsible for protecting and licensing university intellectual property or you are searching for intellectual property to license, this meeting is for you. No other meeting offers this level of access to hundreds of decision makers for one low registration fee. Attendance is open to everyone.



DON'T TAKE OUR WORD FOR IT. HERE'S WHAT ATTENDEES FROM LAST YEAR'S MEETING HAD TO SAY:

“As an IP attorney who has attended all but two annual meetings and all but two Central Region meetings since 2003, AUTM ROCKS in terms of networking opportunities, great learning opportunities, great people and just plain FUN.”

— Eric W. Guttag, Eric W. Guttag IP Law Office, LLC

“Attending an AUTM annual meeting is a valuable experience for developing countries' TTOs since besides giving you the opportunity to learn from more advanced experiences, it helps to build your international network. I strongly recommend attending the events and joining the courses and group discussions.”

— Patricia Toledo

“There is no greater value for the investment than the Annual Meeting as it presents excellent educational, informational, and networking/partnering opportunities. It is an invaluable experience for someone just entering the profession.”

— 2013 Attendee

“AUTM's 2013 Annual Meeting was extremely valuable - not only for the educational content but for the opportunity to meet people across the country and internationally, that do the same job you do! It was wonderful to share experience and the 'trials and tribulations' of tech transfer with other like-minded individuals. I met so many nice people, learned a lot, and had fun in the process.”

— 2013 Attendee

“The AUTM Annual Meeting is the place to find all the tech transfer offices in one place - to benchmark, to partner, and to learn from each other. Whether you are an experienced tech transfer professional or new to tech transfer, AUTM has something professional at all levels.”

— 2013 Attendee

“AUTM is an amazing opportunity for tech transfer professionals. The networking with more than 1,600 attendees is an awesome experience. I enjoyed this event a lot!”

— Fernando Díez, University of Deusto

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REASONS TO ATTEND

NETWORKING

Nearly 25 percent of last year’s attendees told us in post-conference surveys that they have attended seven or more annual meetings. 70 percent of attendees say they come back, year after year, primarily for the excellent networking opportunities. At the AUTM Annual Meeting, you’re not just visiting with old friends (although that happens too!); you’re meeting important business contacts and working deals. And AUTM makes this easy through our partnering tool, AUTM Connect. In fact, 76 percent of those surveyed found AUTM Connect to be useful in scheduling meetings.

TRAINING AT ALL LEVELS ON THE HOTTEST TOPICS

The AUTM Annual Meeting is organized and developed by experienced technology transfer professionals who represent a range of institutions—large and small universities, public and private, industry representatives, government agencies and hospitals and research institutions. Your colleagues work hard to ensure that the AUTM Annual Meeting includes timely, relevant sessions to help you succeed in technology transfer. And, NEW this year, AUTM will provide each attendee with conference session recordings. Now you can experience AUTM 2014 Annual Meeting workshops and educational tracks wherever and whenever you want – captured as true multimedia recreations with synchronized slides, handouts and more – viewable online or as downloads in MP3 format for easy listening.

CAREER ADVANCEMENT

The deals you make and the training you receive at the AUTM Annual Meeting can help you prepare for increased responsibility or even your next position. Plus, attendance at the AUTM Annual Meeting will count toward your Certified Licensing Professional (CLP) and Registered Technology Transfer Professional (RTTP) designations as well as your continuing legal education.

NEW THIS YEAR: FREE MINI-COURSES!

This year AUTM is offering four mini-courses that will allow you to experience AUTM’s professional development programs free of charge. The mini-courses are 3 hours long, enough time for you to receive in-depth training and decide which subject areas you need to explore further. The mini-courses are free, but advance registration is required. Sign up early to secure your place.



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HIGHLIGHTS AND NETWORKING EVENTS

AUTM CAREER DEVELOPMENT FORUM

Wednesday, February 19
4 – 5 p.m.

Sponsored by  FABST PATENT GROUP
INTELLECTUAL PROPERTY LAW

This highly interactive session, presented by some of the most experienced professionals in the field, will examine the typical roles and responsibilities involved for entry-, mid- and senior-level licensing positions and various specialized positions. Presenters and participants will have time to engage in open and dynamic conversations about challenges and opportunities at every level. If you are thinking about your future professional goals or are new to the profession and would like to know about options within or outside the field, this session is for you.

FRESHMAN ORIENTATION AND NETWORKING EVENT

Wednesday, February 19
5 – 6 p.m.

Sponsored by



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This event is designed to help you maximize your experience at the AUTM Annual Meeting. The facilitators will briefly review the conference program and underscore specific educational and networking opportunities, forums, receptions, and other meeting highlights and special events. The partnering software, AUTM Connect, will also be reviewed to maximize your networking capabilities, and membership benefits will be discussed. The session will conclude with introductions, a business card exchange, refreshments and a networking opportunity for attendees. This session is tailored for first-time attendees or those who have only attended a few times.

FIRESIDE CHAT

Wednesday, February 19
6 – 7 p.m.



AUTM President-elect **Jane Muir** and **Gail Maderis**, President and CEO of BayBio, will discuss recent trends in the biotech industry and Maderis' ongoing work with BayBio, the industry organization representing and supporting Northern California's life science community. As a former biotech CEO, Maderis brings deep experience and

commitment to supporting the industry through enterprise development, peer-to-peer experience sharing, advocacy and support of education and workforce development. From 2003 to 2009, Maderis served as president and CEO of FivePrime Therapeutics Inc., a privately held protein discovery and development company. At FivePrime, she successfully funded the company's rapid growth through substantial private equity financings and corporate partnerships and took the company's first novel cancer therapeutic from discovery into clinical trials. Prior to FivePrime, Maderis held senior executive positions at Genzyme Corporation, including founder and president of Genzyme Molecular Oncology. Maderis practiced management and strategy consulting with Bain & Co. She serves on the boards of NovaBay Pharmaceuticals, Opexa Therapeutics, BayBio, the California Biotechnology Foundation and the HBS Healthcare Initiative.

KEYNOTE SPEAKER

Thursday, February 20
8 – 10 a.m.



Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on business strategy and organizations. He is the co-author (along with his brother, Dan) of *Decisive: How to Make Better Decisions in Life and Work*. Their 2010 book, *Switch: How to Change Things When Change is Hard*, debuted at

#1 on the *New York Times* and *Wall Street Journal* bestseller lists. Their first book, *Made to Stick: Why Some Ideas Survive and Others Die*, was a *New York Times* and *Business Week* bestseller, and was an Amazon Top 10 Business Book for 2007 for both editors and readers. Their books have been translated into 28 languages including Thai, Arabic and Lithuanian. Heath has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association.

HIGHLIGHTS AND NETWORKING EVENTS

INDUSTRY/ACADEMIA PARTNERING FORUM AND NETWORKING RECEPTION



Thursday, February 20
4 – 6 p.m.



The Industry/Academia Partnering Forum and Networking Reception provide a unique venue for members of industry and academia to connect, socialize and discuss areas of interest. The program will begin with a reverse showcase of presentations from our industry partners highlighting technologies of interest and how to best work with their company. Immediately following, there will be a reception for all forum participants and an opportunity to network one-on-one.

Last year's participants included representatives from Athena Diagnostics Inc., Cook Medical Inc., Dow AgroSciences LLC, Eli Lilly and Company, FMC Agricultural Products, ITW, Merck Sharp & Dohme Corp., Novo Nordisk, Reata Pharmaceuticals, Reckitt Benckiser and Syngenta Biotechnology Inc. If your company would like to participate in 2014, email info@autm.net.

OPENING RECEPTION



Thursday, February 20
6 – 7:30 p.m.



Kick off the annual meeting in style. The Opening Reception is a great place to start networking and make new friends. Bring plenty of business cards!

AUTM VENTURE FORUM

Friday, February 21
9 a.m. – 12:30 p.m.



The AUTM Venture Forum is your opportunity to hear from and interact with some of the top institutional and corporate venture investors in the country. The Forum will consist of two events: a venture capital (VC) panel discussion and a business plan competition. The VC panel will offer a moderated question-and answer session that will help academic institutions and their affiliated new ventures understand the venture capital perspective and more effectively work together to build value in our university-affiliated technology companies. During the

business plan competition, our panel of seasoned venture investors will judge university-related startup companies as they compete for a \$10,000 cash prize. Interested in participating in the competition? Watch your inbox. Details will be available in September. Even if you're not participating, the business plan competition offers a unique opportunity to learn what makes a successful pitch. Learn what worked, what didn't and why so you can better your own pitching technique.

TECHNOLOGY TRANSFER TRIVIA!



Friday, February 21
2 – 3:30 p.m.



Ready for a break from the usual session? A seasoned team from the AUTM central region brings their trivia contest to the annual meeting again this year. All the esoteric knowledge you have accumulated over your career will be rewarded in this session. Get together with old friends and make some new ones as you are assigned to a random team to compete for bragging rights and prizes based on your knowledge of all sorts of trivia related to AUTM, technology licensing, university culture and the golden state of California. This session will provide an opportunity to have fun, network, win prizes and maybe even learn a little something in the process.

DEADLINES

December 18, 2013
Early Registration Deadline

December 26, 2013
Exhibit Booth Reservation Deadline

January 20, 2014
Hotel Reservation Deadline

January 30, 2014
Preregistration Deadline

HIGHLIGHTS AND NETWORKING EVENTS

TEXAS HOLD 'EM TOURNAMENT – NOW FEATURING A BEGINNERS' TABLE!

(additional fee required, seating is limited)

Friday, February 21
3 – 7 p.m.



Apply your finely honed skills at calculating risks and reading others to the AUTM Texas Hold 'em Poker Tournament. This tournament provides another great way to network with fellow AUTM attendees in a lively and entertaining setting. You'll engage in a friendly competition for poker supremacy — playing for fun, prizes and, most importantly, bragging rights! We will provide the tables, dealers, chips and drinks — you bring your best poker face and a stack of business cards to hand out to the people you “bust” (or are busted by). The tournament is for players of all skill levels. New to Texas Hold 'em? No need to feel left out. A tutorial and beginners' table will be provided for first-time players, and don't forget that thing we like to call beginners' luck.

VENTURE CAPITAL ROUNDTABLE AND PLENARY SESSION

Saturday, February 22
8:30 – 10:30 a.m.

AUTM President Sean Flanigan will moderate this roundtable-style plenary session, which will feature several prominent venture capitalists from the San Francisco Bay area. The panelists will discuss trends in venture capital investing, and how and when they work with university-based startups.

WINE TASTING

(additional fee, limited availability)

Saturday, February 22
4 – 5:30 p.m.



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Networking has never been so enjoyable, and the Annual Meeting location has never been more ideal. Bring your business cards and your discerning palate, and join your colleagues for an evening of wine tasting. You'll enjoy a variety of mouthwatering hors d'oeuvres and have ample opportunity to roam and mingle as you visit wine stations to sample the vast variety of exquisite wines California's wine region has to offer.

CLOSING RECEPTION

Saturday, February 22
6:30 – 8 p.m.



Send out the AUTM 2014 Annual Meeting in style. Take advantage of this opportunity to cement new connections and mingle with friends and colleagues. Enjoy delicious appetizers and prepare to bid San Francisco farewell.

“It was an excellent experience to interact with all major university technology managers at one place.”

— Suresh Vaidyanathan,
Indian Institute of Technology Madras


”



GENERAL INFORMATION




In 2014, the AUTM Annual Meeting will again feature our powerful online partnering and networking tool, AUTM Connect™. AUTM Connect will enable attendees to create detailed organizational and personal profiles, search effortlessly for other attendees, send and receive messages,

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easily search for licensing and collaboration opportunities and intelligently schedule one-on-one meetings. Last year, the partnering system hosted more than 1,600 attendee profiles representing more than 900 organizations and more than 11,000 technologies available for licensing. Attendees used AUTM's partnering tool to schedule more than 1,200 meetings and post more than 400 documents and videos. Given increased interest in partnering and "getting down to business," AUTM anticipates networking and business opportunities to more than double in 2014.

AUTM CONNECT PARTNERING PLACE

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Attendees connecting through AUTM's online partnering tool, AUTM Connect, may request a meeting space in the AUTM Connect Partnering Place. The Partnering Place is perfect for holding relaxed meetings or negotiations. Appointments can be made through AUTM Connect during the meeting.



REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP)



Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology

Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at www.attp.info.

Registered Technology Transfer Professional (RTTP)	
Complete 60 hours of relevant continuing education to be eligible for the RTTP designation. For more information visit the Alliance of Technology Professionals (ATTP) at www.attp.info .	
Eligible credit hours offered at the AUTM Annual Meeting	Instruction Hours
Marketing Course	7 hours
Advanced TOOLS Course	7 hours
Startup Business Development Course	7 hours
Technology Valuation Course	3 hours
AUTM Annual Meeting Attendance	14 hours

GENERAL INFORMATION

CONTINUING LEGAL EDUCATION (CLE)

The AUTM 2014 Annual Meeting will offer continuing legal education (CLE) credit for attorneys. AUTM has applied for sponsorship for CLE credit to the 40 states that require continuing legal education credits. Attendees will be able to earn up to 10 hours of credit, including the option to earn 1.5 hours of ethics credit.*

**In select states, credits may vary, approval pending.*

CERTIFIED LICENSING PROFESSIONALS (CLP) CONTINUING EDUCATION

Certified Licensing Professionals are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education credits. All AUTM professional development courses and designated educational offerings on the topics of licensing, technology transfer and technology commercialization at AUTM conferences or meetings are eligible for CLP continuing education credits for certification renewal. Visit www.licensingcertification.org for more information about recertification requirements.

HELP US CELEBRATE AUTM'S 40TH ANNIVERSARY

AUTM celebrates its 40th anniversary in 2014, and we'll kick off the yearlong celebration at the AUTM 2014 Annual Meeting. While we will have some nods to the past, we want the celebration to be very forward thinking, and we need YOUR help!



THE NEXT 40 YEARS IN TECHNOLOGY TRANSFER

So much has happened in the last 40 years—what do you think will happen in the next 40 years? What will this profession look like? Submit your ideas for what the future holds—what are growth areas for the profession? What will the hot areas of innovation be? We'll ask members to vote for their favorite, so submit your ideas now.

HELP US IDENTIFY 40 UNIVERSITY INNOVATIONS WORTH CELEBRATING

All commercialized university inventions help the world in one way or another, but we're trying to identify those that have made the biggest impact so we can celebrate them at the annual meeting.

Share your creative ideas on the next 40 years and on 40 innovations worth celebrating for a chance to have YOUR idea featured on our website and at the Annual Meeting.

Submit your ideas the following ways:



Tweet them using the hashtag #AUTM40th



Post them on the AUTM LinkedIn Group



Email them to info@autm.net

SEND US YOUR VIDEO MESSAGE!

Congratulate AUTM on its 40th anniversary. Send us a video message! You can use your phone—these don't have to be fancy—to say "happy anniversary" or to even share a favorite memory. We'll feature select video messages on the AUTM website, and also share them at the Annual Meeting. Smile for the camera! Send videos to info@autm.net.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Vendors and service providers: The AUTM 2014 Annual Meeting is your one opportunity each year to meet more of your customer base than at any other time — and all under one roof. Contact new prospects, generate leads, introduce your presence in the marketplace, sharpen your sales skills and thank established customers while you exhibit at AUTM's Annual Meeting. For details and information about reserving exhibit space, visit the AUTM website or contact Madhuri Carson at mcarson@autm.net, or +1-847-559-0846, ext. 286. The deadline to secure your space is December 26, 2013.

SHOW LEADERSHIP THROUGH SPONSORSHIP

Your sponsorship of the AUTM 2014 Annual Meeting underscores your involvement in the technology transfer field and helps AUTM keep registration fees low — allowing technology transfer professionals from all backgrounds and skill levels to attend. A wide range of sponsorship opportunities are available. For details, visit the AUTM website or contact Madhuri Carson at +1-847-559-0846, ext. 286, or mcarson@autm.net.

PRIVATE SOCIAL FUNCTIONS/SPECIAL EVENTS

If your organization would like to host a hospitality, function or social event during the AUTM 2014 Annual Meeting, it must be pre-approved by AUTM. Social functions are allowed only during program-free hours and must not conflict with any of AUTM's educational sessions, special programs, social and themed events, including receptions and meals provided by AUTM. For more information contact Madhuri Carson at +1-847-559-0846, ext. 286, or mcarson@autm.net.

ADDITIONAL EDUCATION OPPORTUNITIES

(Additional fee required, seating limited)

AUTM MARKETING COURSESM

Wednesday, February 19
7 a.m. – 5 p.m.

Marketing is critical to any technology licensing and business development operation. In the AUTM Marketing Course, you'll gain an understanding of marketing fundamentals, including strategic marketing, conducting market research, developing and communicating your value proposition, employing the right marketing channels, and engaging core selling skills to achieve your objectives. You'll also learn about best practices for technology marketing, as illustrated by actual case studies. Through audience participation exercises, you'll put your new knowledge to work immediately while further building your skills. This full-day course is designed for participants with limited to no prior marketing experience and is suitable both for those who are new to the profession or wish to master basic marketing skills.

AUTM ADVANCED TECHNOLOGY OPERATIONS AND ORGANIZATION LICENSING SKILLS (TOOLS) COURSESM

Wednesday, February 19
7 a.m. – 5 p.m.

The AUTM Advanced TOOLS Course is designed for administrative professionals interested in furthering their professional development beyond the basics and who have completed the AUTM TOOLS Course and/or have three or more years' experience.

Technology transfer is a dynamic field. If you are responsible for the administration of a technology transfer office, you will benefit from this course, which is designed to provide the knowledge and skills needed to run an office effectively, often with limited resources, while maintaining high standards.

Workshop content emphasizes developing and improving systems and procedures, managing costs and resources, and improving efficiencies. Meet with peers, explore new ideas and leave with the information and strategies needed to enhance your technology transfer office's reputation as a forward-thinking operation successful in furthering the mission and goals of the academic institution and its constituents.

ADDITIONAL EDUCATION OPPORTUNITIES

(Additional fee required, seating limited)

AUTM STARTUP BUSINESS DEVELOPMENT COURSESM

Wednesday, February 19
7 a.m. – 5 p.m.

The AUTM Startup Business Development Course is designed to provide participants with the best available methods and insights for achieving success managing the university startup process from inception to exit from the university. The content of the course will be prepared and presented by experienced professionals who have managed numerous startups during their careers. The course is ideal if you are, or will be, working with startups as a licensing specialist or a business formation specialist. If you are looking for an opportunity to improve your knowledge base and build a repertoire of startup problem-solving techniques, don't miss this course.

AUTM TECHNOLOGY VALUATION COURSESM

Friday, February 21
12:30 – 5 p.m.

The AUTM Technology Valuation Course offers the fundamentals of technology valuation as specifically applied to academic licensing. The first half of the course examines basic concepts such as valuation versus pricing and risk and then covers a series of basic valuation methodologies, including cost, industry standards (comparables), rules of thumb, discounted cash flow and equity. The first segment concludes with a review of payment structures within a license.

The second half of the course consists of two case studies derived from real world examples. The class will be divided into groups which will develop license term proposals for the two technologies, which will then be discussed by the class.

If you have or will have responsibility for negotiating licenses, the AUTM Valuation Course is for you. There are no prerequisites for the course, but you should have a basic familiarity with the structure and payment mechanisms used in a license and be proficient in Web searching and Excel spreadsheets.

The course is delivered as a half-day add-on to the annual meeting to allow an in-depth exploration of the topic. It is presented by Ashley Stevens, D.Phil. (Oxon), CLP, RTTP, a Past President of AUTM, who has spent more than 20 years developing the theories and practices of valuation as applied to academic licensing that are presented in the course, and who invented the "risk adjusted net present value" valuation technique in 1996.



SAMPLE AUTM PROFESSIONAL DEVELOPMENT WITH FOUR FREE MINI-COURSES

(seating limited)

Take advantage of this opportunity to experience AUTM's professional development programs free of charge. These 3-hour mini-courses are offered complimentary, but advance registration is required. Sign up early to secure your place. Seating is limited.



MINI COURSES:

FUNDAMENTALS OF IP STRATEGIES

Thursday, February 20

10:30 a.m. – 3 p.m. *(Includes lunch break)*

The mini-course covers the fundamentals of intellectual property, invention management and licensing, with a major emphasis on patents. Topics include:

Topics include:

- the importance of patents, copyrights and trademarks
- in/out licensing technologies to create value
- issues to consider when licensing technologies
- intellectual property due diligence
- technology and IP portfolio management enforcement, the patent creation process, the importance of patent classifications and prior art search
- commonly used contracts
- IP portfolio analysis
- capital outlay for patenting
- when to file, when to let it go and when to let the patenting linger on

LICENSING FDA REGULATED INVENTIONS

Thursday, February 20

10:30 a.m. – 3 p.m. *(Includes lunch break)*

This mini-course will provide you with a basic understanding of the principles of FDA regulation of medical devices and drugs. Particular emphasis will be on the impact of the FDA on licensing and technology transfer, including development milestones and structuring of financial terms.

Topics include:

- What does the FDA regulate or control?
- How does the FDA operate?
- Review of drug regulatory policies and pathway
- How do biologics regulation differ from drugs?
- How do medical devices differ?
- Patent term restoration

BUSINESS SIDE OF THE LICENSE

Saturday, February 22

11 a.m. – 3:30 p.m. *(Includes lunch break)*

Explore the business issues of university patent licenses. Deepen your experience and understanding of the opportunities, objectives and tools needed for success. Participate in an active discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals.

Topics will include:

- How to start the business terms negotiation on the right foot, and end there as well
- Licensing to established companies vs. startups
- License fee vs. maintenance fees vs. royalty terms – how are they related?
- Setting diligence terms – When? How?
- Taking equity in the licensee – When? How much? Key terms?
- Milestone payments
- Control issues

AGRICULTURAL COLLABORATIONS AND STRATEGIC IMPERATIVES

Saturday, February 22

11 a.m. – 3:30 p.m. *(Includes lunch break)*

This mini-course will focus on agricultural collaborations and strategic imperatives, including those with Ag-based companies and land grant universities. Learn best practices for agriculture-specific intellectual property protection, licensing and defense. This mini-course features industry and university panelists in the animal health, biofuels, agrichemicals and plant fields. These experts will discuss how to maximize positive collaborations and outcomes in Ag research, development, licensing and commercialization.

SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

THE AUTM TRACK SYSTEM

The AUTM track system is your tool for finding the right session for your particular professional development needs or areas of interest. Select the track and follow it all the way through the annual meeting, or move around, picking workshops in several different tracks. Personalize your itinerary to meet your needs. This is your meeting.







- **Academic Studies:** Serves to foster the dissemination of technology transfer study results obtained by academic researchers.
- **Advocacy and Internal Communications:** Focuses on effectively communicating - to the world -our goals, our roles and our successes in the field of technology transfer.
- **Global Issues:** This track provides insights for international technology transfer transactions and agreements and compares viewpoints of practitioners in other countries.
- **Industry/Academic Partnerships:** Provides keys to working with industrial partners to build effective collaborations, with a focus on managing and then meeting the expectations of all parties.
- **IP Trends and Successful Practices:** Provides the latest changes to the IP landscape and their impact on strategies for protection of various forms of intellectual property.
- **Licensing Successful Practices:** Introduces various approaches for addressing common licensing issues and optimizing licensing strategies for academic innovations.
- **Marketing Successful Practices:** Focuses on positioning technologies so that they are visible to a target audience and examines how to use existing and emerging networks and media to market available technologies.
- **Nuts and Bolts:** Covers core strategies and best practices for utilizing the disparate skill sets common to the technology transfer professional.
- **Startups and Gap Funding:** Addresses a variety of issues relevant to building and sustaining new ventures, and to bridging the valley of death, both in an academic setting and in a related startup environment.
- **Operations:** Focuses on internal policies and procedures used to maximize the efficiency of day-to-day technology transfer activities and office structures.
- **Other:** Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.

TARGET AUDIENCE DESCRIPTION

- **Fundamental:** Designed for early stage professionals with up to a few years of experience.
- **Intermediate:** Designed for seasoned licensing professionals with several years of experience.
- **Advanced:** Designed for advanced and director-level professionals.
- **All Audiences:** Designed to be applicable to all attendees.

SCHEDULE AT A GLANCE (Schedule subject to change)


For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

WEDNESDAY, FEBRUARY 19	
7 – 8 a.m.	Course Breakfast: AUTM Advanced TOOLS, Marketing and Startup Business Development
7 – 9 a.m.	Course Registration: AUTM Advanced TOOLS, Marketing and Startup Business Development
8 a.m. – 5 p.m.	AUTM Marketing Course <i>(additional fee, seating limited)</i>
8 a.m. – 5 p.m.	AUTM Advanced TOOLS Course <i>(additional fee, seating limited)</i>
8 a.m. – 5 p.m.	AUTM Startup Business Development Course <i>(additional fee, seating limited)</i>
Noon – 1 p.m.	Course Lunch: AUTM Advanced TOOLS, Marketing and Startup Business Development
1 – 7 p.m.	AUTM Registration
1 – 7 p.m.	AUTM Connect Partnering Place Sponsored by 
4 – 5 p.m.	AUTM Career Development Forum Sponsored by 
4 – 7 p.m.	Internet Café
5 – 6 p.m.	Freshman Orientation and Networking Event Sponsored by   
6 – 7 p.m.	Fireside Chat with Gail Maderis
7 – 8 p.m.	Presidents' Reception <i>(by invitation)</i> Sponsored by 

SCHEDULE AT A GLANCE (Schedule subject to change)




For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

THURSDAY, FEBRUARY 20

7 – 8 a.m.	Continental Breakfast in the Exhibit Hall <i>Sponsored by</i> 								
7 a.m. – 5 p.m.	Internet Café								
7 a.m. – 5 p.m.	AUTM Registration								
7 a.m. – 6 p.m.	AUTM Connect Partnering Place <i>Sponsored by</i> 								
7 a.m. – 6 p.m.	Exhibit Hall Open								
8 – 10 a.m.	Keynote Address, Plenary and Awards Presentation								
10 – 10:30 a.m.	Refreshment Break in the Exhibit Hall <i>Sponsored by</i> 								
10:30 a.m. – Noon	AUTM Mini-course: Fundamentals of IP Strategies <i>(registration required, seating limited)</i>								
10:30 a.m. – Noon	AUTM Mini-course: Licensing FDA Regulated Inventions <i>(registration required, seating limited)</i>								
10:30 a.m. – Noon	Track A – Educational and Special Interest Group Sessions								
A1	A2	A3	A4	A5	A6	A7	PD-1	PD-2	SIG-1
Global Issues	Industry/ Academic Partnerships	IP Trends and Successful Practices	Licensing Successful Practices	Startups and Gap Funding	Operations	Other	Mini-course	Mini-course	Special Interest Group
Opportunities and Obstacles in the Commer- cialization of Induced Pluripotent Stem Cells	The Food Industry: A Different Game But an Untapped Potential	Optimizing Your Patent Budget * CLE Eligible	The Secret's Out: Best Practices in Data Use and Material Transfer When Anonymity Vanishes	How to Tap into NIH Resources to Advance the Development of Your Technology	A Shifting View on Intellectual Property – Ways Universities Are Attracting R&D Funding and Its Impact on the Technology Transfer Office	Intellectual Property Rights Granted to Non-Profit Foundations	AUTM Fundamentals of IP Strategies	AUTM Licensing FDA Regulated Inventions	Physical Sciences Mini unConference
Target Audience: All Audiences	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: Fundamental	Target Audience: Fundamental	Target Audience: All Audiences
Moderator: Anna Solowiej, Ph.D., J.D., National Institutes of Health, NIH/ NHGRI	Moderator: Ajay Jagtiani, J.D., Alchemy- Partners	Moderator: Brendan Rauw, UCLA	Moderator: Carla DeMaria, Whitehead Institute for Biomedical Research	Moderator: Anna Amar, National Institutes of Health, NIDDK/ NIH/HHS	Moderator: Kevin Wozniak, M.B.A., RTTP, Georgia Tech Research Corporation	Moderator: Felice Lu, University of California	Instructor: Dipanjan Nag, Ph.D., M.B.A., CLP, RTTP, IPShakti LLC	Instructors: Vijay Dhaka, USC Stevens Institute for Innovation Ken Levin, Ph.D., U.S. Department of Veterans Affairs	Facilitators: James R. Deane, Ph.D., M.B.A., Purdue Research Foundation Jonathan Jensen, M.B.A., Boston University











SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

THURSDAY, FEBRUARY 20								
Noon – 12:45 p.m.	Lunch <i>Sponsored by</i> 							
Noon – 1:30 p.m.	Sponsors' Lunch <i>(by invitation)</i>							
12:45 – 1:30 p.m.	Dessert Reception in the Exhibit Hall <i>Sponsored by</i> 							
1:30 – 3 p.m.	AUTM Mini-course: Fundamentals of IP Strategies <i>(continued)</i>							
1:30 – 3 p.m.	AUTM Mini-course: Licensing FDA Regulated Inventions <i>(continued)</i>							
1:30 – 3 p.m.	Track B – Educational and Special Interest Group Sessions							
B1	B2	B3	B4	B5	B6	PD-1	PD-2	SIG-2
Marketing Successful Practices	Operations	Other	Startups and Gap Funding	Other	Advocacy and Internal Communications	Mini-course <i>(Continued)</i>	Mini-course <i>(Continued)</i>	Special Interest Group
How to Make Partnering Work for You	Visitor Collaborations: A Risky Business	Conflict of Interest in Research: Managing Issues and Challenges in the New Age of Transparency * CLE Eligible	Exploring Different Models for Successful Executives / Entrepreneur in Residence Programs	Sponsored Research Commercial Sponsors	Making the Case for Technology Transfer	AUTM Fundamentals of IP Strategies	AUTM Licensing FDA Regulated Inventions	Is Mobile Everything? The World of Software and Copyright Licensing
Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Advanced	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Fundamental	Target Audience: Fundamental	Target Audience: All Audiences
Moderator: Carl Clark, Ph.D., Georgia Regents University	Moderator: Janna Tom, University of California	Moderator: Rupinder Grewal, Massachusetts Institute of Technology	Moderator: Orin Herskowitz, Columbia Technology Ventures	Moderator: Traci Libby, CLP, Life Technologies	Moderator: Michael Waring, University of Michigan	Instructor: Dipanjan Nag, Ph.D., M.B.A., CLP, RTTP, IPShakti LLC	Instructors: Vijay Dhaka, USC Stevens Institute for Innovation Ken Levin, Ph.D., U.S. Department of Veterans Affairs	Facilitator: Doug Hockstad, University of Arizona
1:30 – 3 p.m.	Industry/Academia Partnering Forum: Part 1 <i>Sponsored by</i> 							






SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

THURSDAY, FEBRUARY 20								
3 – 3:30 p.m.		Refreshment Break in the Exhibit Hall <i>Sponsored by</i> 						
3:30 – 5 p.m.		Track C – Educational and Special Interest Group Sessions						
C1	C2	C3	C4	C5	C6	C7	SIG-3	SIG-4
Global Issues	Industry/Academic Partnerships	IP Trends and Successful Practices	Other	Nuts and Bolts	Operations	Startups and Gap Funding	Special Interest Group	Special Interest Group
Effective Network of Universities for Better Technology Transfer	Conversation with Industry: Contracting with Academics * CLE Eligible	First-Inventor-to-File: You Don't Have Time to Make All the Mistakes Yourself. What Can We Learn from Our Colleagues Across the Ocean?	The Transition from Analog: Principles to Guide the Technology Transfer Effort over the Great Digital Divide	Invention Disclosure Analysis: Best Practices to Increase Evaluation Throughput	Lies, Damn Lies, and AUTM Statistics	Gap Fund Models: An Integrated Approach	MTAs Made Easy: The AUTM MTA Toolkit	Small Technology Transfer Offices
Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences
Moderator: Jonathan Pardo, University of Mons	Moderator: Sharon Semones, Eli Lilly	Moderator: Ann Viksnins, J.D., Viksnins, Harris	Moderator: Charles C. Valauskas, J.D., LL.M., Valauskas Corder LLC	Moderator: Karen Kaehler, M.B.A., University of Minnesota	Moderator: Alan Bentley, Vanderbilt University	Moderator: Chris Laing, MRCVS, Ph.D., University City Science Center	Facilitator: Stephen Harsy, Ph.D., University of Wisconsin-Madison	Facilitator: Michael Rondelli, M.B.A., J.D., San Diego State University
3 – 5 p.m.		Industry/Academia Partnering Forum: Part 2 <i>Sponsored by</i>   						
5 – 6 p.m.		Industry/Academia Networking Reception and Exhibits <i>Sponsored by</i>   						
6 – 7 p.m.		International Reception <i>(by invitation)</i> <i>Sponsored by</i> 						
6 – 7:30 p.m.		Opening Reception <i>Sponsored by</i>  						




SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

FRIDAY, FEBRUARY 21								
7 a.m. – 5 p.m.		Internet Café						
7 a.m. – 6 p.m.		AUTM Connect Partnering Place <i>Sponsored by</i> 						
8 – 9 a.m.		Continental Breakfast in the Exhibit Hall						
8 – 9 a.m.		AUTM Central Region Meeting Breakfast <i>Sponsored by</i> 						
8 – 9 a.m.		Public Policy Breakfast <i>(by invitation)</i>						
8 a.m. – 12:30 p.m.		Exhibit Hall Open						
8 a.m. – 2 p.m.		AUTM Registration						
9 – 10:30 a.m.		AUTM Venture Forum: Venture Capital Panel Discussion <i>Sponsored by</i>   						
9 – 10:30 a.m.		Track D – Educational and Special Interest Group Sessions						
D1	D2	D3	D4	D5	D6	D7	D8	SIG-5
Global Issues	Industry/Academic Partnerships	IP Trends and Successful Practices	Licensing Successful Practices	Startups and Gap Funding	Nuts and Bolts	Operations	Other	Special Interest Group
International Commercialization of Plant Varieties: Challenges and Strategies	University Corporate Engagement and Business Development Programs: Key Learnings from the Field	The Effects of Global Patent Practice Developments on Patent Procurement and Technology Transfer * CLE Eligible	Murphy's Laws of Technology Transfer	Venture Philanthropy, Marketing and Air Traffic Control	Considering Whether to Take Ownership in Startups	Methods, Models and Mayhem: Critical Issues in Building a Successful Technology Transfer Structure	The Role of Your Law School and Other Graduate Schools in Your Entrepreneurial Ecosystem: Tapping the Free Legal Advice Right Next Door	Universal Technology Taxonomy for Marketing and Partnering with Industry
Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Fundamental	Target Audience: All Audiences	Target Audience: Intermediate	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences
Moderator: William Tucker, Ph.D., University of California, Innovation Alliances and Services	Moderator: Kristin Rencher, M.B.A., RTTP, Apio Partners	Moderator: Michelle Deng, Pearl Cohen Zedek Latzer, LLP	Moderator: Sadhana Chitale, Ph.D., M.B.A., New York University	Moderator: Hemi Chopra, BIOMedT2	Moderator: Mark Ehrmann, J.D., Quarles & Brady, LLP	Moderator: Nikki Borman, Borman & Company, LLC	Moderator: Bryce Pilz, J.D., Michigan Law School - Entrepreneurship Clinic	Facilitator: Katherine Moynihan, University of Michigan


SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

FRIDAY, FEBRUARY 21								
10:30 – 11 a.m.	Refreshment Break in the Exhibit Hall							
11 a.m. – 12:30 p.m.	AUTM Venture Forum: Business Plan Competition <i>Sponsored by</i>   							
11 a.m. – 12:30 p.m.	Track E – Educational and Special Interest Group Sessions							
E1	E2	E3	E4	E5	E6	E7	SIG-6	SIG-7
Global Issues	Industry/Academic Partnerships	IP Trends and Successful Practices	Licensing Successful Practices	Nuts and Bolts	Advocacy and Internal Communications	Industry/Academic Partnerships	Special Interest Group	Special Interest Group
International Technology Transfer Practices	Industrial Precompetitive Research and Open Innovation: Academic Buy-in to These Concepts	Best Practices for Monitoring Licensees * CLE Eligible	Academic Technology Transactions: Ensuring That License Negotiations in the Boardroom Maximize Patent Value in the Courtroom	Zen and the Art of Invention Reporting	Getting the Word Out – Technology Transfer Works!	How the Change in the BIOpharmaceutical Industry Is Changing University/BioPharm Relations and Collaborations	Plant Special Interest Group	Commercialization of Public Sector R&D via Spin-off Companies: The Malaysian Experience
Target Audience: Intermediate	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: Intermediate	Target Audience: Fundamental	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences
Moderator: Jacqueline Barnett, M.B.A., <i>Nelson Mandela Metropolitan University</i>	Moderator: Alan Naidoff, <i>Merck Sharp & Dohme Corp.</i>	Moderator: Nathaniel Ruey, <i>McGladrey</i>	Moderator: Christopher Larus, J.D., <i>Robins, Kaplan, Miller & Ciresi L.L.P.</i>	Moderator: David Englert, <i>University of Rochester</i>	Moderator: Jennifer Gottwald, Ph.D., <i>Wisconsin Alumni Research Foundation</i>	Moderator: Wesley Blakeslee, <i>Johns Hopkins</i>	Facilitator: Dale Zetocha, Ph.D., <i>North Dakota State University Research Foundation</i>	Facilitator: Mariatini Othman, <i>Malaysian Technology Development Corporation</i>

SCHEDULE AT A GLANCE (Schedule subject to change)


For detailed event and workshop information, visit **the AUTM Annual Meeting website**.

FRIDAY, FEBRUARY 21	
12:30 – 1:30 p.m.	AUTM Technology Valuation Course Lunch
12:30 – 2 p.m.	AUTM Technology Valuation Course Registration
12:30 – 2 p.m.	Eastern Region Planning Committee Lunch <i>(by invitation)</i>
12:30 – 2 p.m.	Central Region Planning Committee Lunch <i>(by invitation)</i>
12:30 – 2 p.m.	Western Region Planning Committee Lunch <i>(by invitation)</i>
12:30 – 2 p.m.	Communications Lunch <i>(by invitation)</i>
12:30 – 2 p.m.	Canadian Lunch <i>(by invitation)</i>
1:30 – 5 p.m.	AUTM Technology Valuation Course <i>(additional fee, seating limited)</i>
2 – 3:30 p.m.	Technology Transfer Trivia! Sponsored by 
3 – 6:30 p.m.	AUTM Texas Hold 'em Tournament <i>(additional fee, seating limited)</i>

SCHEDULE AT A GLANCE (Schedule subject to change)


For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

SATURDAY, FEBRUARY 22

7:30 a.m. – 3:30 p.m.	Internet Café								
7:30 a.m. – 3:30 p.m.	AUTM Connect Partnering Place <i>Sponsored by</i> 								
7:30 – 8:30 a.m.	Continental Breakfast								
7:30 a.m. – 3:30 p.m.	AUTM Registration								
8:30 – 10:30 a.m.	Venture Capital Roundtable, Plenary and Awards Presentation								
10:30 – 11 a.m.	Refreshment Break								
11 a.m. – 12:30 p.m.	AUTM Mini-course: The Business Side of the License <i>(registration required, seating limited)</i>								
11 a.m. – 12:30 p.m.	AUTM Mini-course: Agricultural Collaborations and Strategic Imperatives <i>(registration required, seating limited)</i>								
11 a.m. – 12:30 p.m.	Track F – Educational and Special Interest Group Sessions								
F1	F2	F3	F4	F5	F6	PD-3	PD-4	SIG-8	SIG-9
Global Issues	Industry/ Academic Partnerships	IP Trends and Successful Practices	Licensing Successful Practices	Advocacy and Internal Communications	Academic Studies	Mini-course	Mini-course	Special Interest Group	Special Interest Group
Challenges of Payor Reimbursement for Emerging Medical Technologies and Diagnostics	Has AIA Changed the Way Universities Pursue Industry Collaborations?	Ariad Redux: Capturing Value from Early Research Discoveries * CLE Eligible	IP Policies and Licensing in the Age of Databases and MOOCs: Does the Bayh- Dole Model Even Apply?	The Care and Feeding of Faculty Inventors	Technology Transfer Literature Review: What Can Practitioners Learn	AUTM Business Side of the License	AUTM Agricultural Collaborations and Strategic Imperatives	Technology Transfer Office Administrators and Administrative Staff	How AUTM Can Assist International Technology Transfer Professionals
Target Audience: Intermediate	Target Audience: Intermediate	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Intermediate	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: All Audiences
Moderator: Karen Woodward, UCONN Office of Economic Development	Moderator: Emily Bauer, Wisconsin Alumni Research Foundation	Moderator: Charles Niebyski, Ph.D., J.D., National Institutes of Health NIH/ NIDDK/TAO	Moderator: James DeGraw, J.D., <i>Ropes & Gray LLP</i>	Moderator: Robert MacWright, Ph.D., Esq., <i>MacWright Consulting</i>	Moderator: TBD	Instructors: Ken Levin, Ph.D., <i>U.S. Department of Veterans Affairs</i> Christopher Noble, RTTP, <i>Massachusetts Institute of Technology</i> Jay Schrankler, <i>University of Minnesota</i>	Instructor: Kristine Johnson, <i>MacMillan Sobanski & Todd, LLC</i>	Facilitators: Monya Dunlap, RTTP, <i>University of Florida</i> Laura McKnight, RTTP, <i>University of Rochester</i>	Facilitator: Lily Chan, Ph.D., <i>NUS Enterprise</i>

SCHEDULE AT A GLANCE (Schedule subject to change)

For detailed event and workshop information, visit [the AUTM Annual Meeting website](#).

SATURDAY, FEBRUARY 22									
12:30 – 2 p.m.		Lunch							
2 – 3:30 p.m.		AUTM Annual Meeting Program Committee Lunch <i>(by invitation)</i>							
2 – 3:30 p.m.		AUTM Mini-course: The Business Side of the License <i>(continued)</i>							
2 – 3:30 p.m.		AUTM Mini-course: Agricultural Collaborations and Strategic Imperatives <i>(continued)</i>							
2 – 3:30 p.m.		Track G – Educational and Special Interest Group Sessions							
G1	G2	G3	G4	G5	G6	G7	PD-3	PD-4	SIG-10
IP Trends and Successful Practices	Marketing Successful Practices	Operations	Other	Startups and Gap Funding	Nuts and Bolts	Other	Mini-course <i>(Continued)</i>	Mini-course <i>(Continued)</i>	Special Interest Group
Revenue Right Under Your Nose	You Have a Dedicated Marketing Guru, Now What?	Incentive Programs: Be Careful What You Wish For	The Handoff to X & Y: Coaching the Next Generation of Technology Transfer Professionals to Take the Helm	Best Practices of Licensing Technologies to Faculty-driven Startup Companies	Unintended Consequences of Joint Patent Ownership * CLE Eligible	How to Get More Value from Your AUTM Membership & Why You Should Care	AUTM Business Side of the License	AUTM Agricultural Collaborations and Strategic Imperatives	Industry Academia
Target Audience: Intermediate	Target Audience: All Audiences	Target Audience: Advanced	Target Audience: All Audiences	Target Audience: Intermediate	Target Audience: All Audiences	Target Audience: All Audiences	Target Audience: Intermediate	Target Audience: All Audiences	Target Audience: All Audiences
Moderator: John McEntire, Battelle Memorial Institute/Pacific Northwest National Laboratory	Moderator: Seema Basu, Ph.D., Massachusetts General Hospital	Moderator: Danielle McCulloch, M.B.A., Fuentek, LLC	Moderator: Joseph Wright, J.D., South Dakota School of Mines & Technology	Moderator: Joy Goswami, M.B.A., RTTP, University of Delaware	Moderator: Rodney Sparks, Ph.D., J.D., University of Virginia Licensing & Ventures Group	Moderator: Sean Flanigan, RTTP, University of Ottawa	Instructors: Ken Levin, Ph.D., U.S. Department of Veterans Affairs Christopher Noble, RTTP, Massachusetts Institute of Technology Jay Schrankler, University of Minnesota	Instructor: Kristine Johnson, MacMillan Sobanski & Todd, LLC	Facilitators: Sanjeev Munshi, Ph.D., M.B.A., Merck Sharp & Dohme Corp
4 – 5:30 p.m.		AUTM Wine Tasting Event <i>(additional fee, limited availability)</i> Sponsored by 							
6:30 – 8 p.m.		Closing Reception							

ACCOMMODATIONS, COMMUNICATIONS AND TRAVEL INFORMATION

The AUTM 2014 Annual Meeting will be held at the San Francisco Marriott Marquis.

AUTM has negotiated a discounted rate of \$279 per night for single or double occupancy. Rooms and rates are based on availability and subject to state and local fees/taxes (which are currently 16.25 percent, plus \$.25 per room night). Be sure to make reservations by January 20, 2014, as afterwards, the discounted room rates may not apply.

To reserve a room online at the discounted rate [click here](#), or call the San Francisco Marriott Marquis reservations line at +1-888-236-2427 24 hours a day, seven days a week and identify yourself as an AUTM Annual Meeting attendee. If you are calling from outside North America [click here](#) for a list of toll-free numbers

All reservations require a first night room deposit, or guests can guarantee reservations with a major credit card. Your credit card will not be charged prior to arrival. Make any necessary cancellations at least 48 hours before the scheduled date of arrival to avoid a cancellation charge. Discounted room rates are available three days before and three days after the meeting dates, based on availability. Hotel check-in time is 4 p.m. and check-out is Noon.

HOST HOTEL

San Francisco Marriott Marquis

780 Mission Street
(Mission Street & Fourth Street)
San Francisco, CA 94103
Reservation Phone: +1-888-236-2427
Guest Phone: +1-415-896-1600
Guest Fax: +1-415-486-8101

Note: AUTM or the San Francisco Marriott Marquis will not call you to secure your accommodations. Beware of anyone calling you asking for your credit card number.

GROUND TRANSPORTATION

San Francisco International Airport (SFO) is 13.8 miles and approximately 20 minutes by car from the San Francisco Marriott Marquis. The estimated taxi fare is \$45 (one way). Super Shuttle service rates is \$15 (one way) when using the group discount code: AUTM; [click here to make reservations](#) or call +1-800- 258-3826. This offer is only valid between Feb. 1 – 28, 2014. Subway services are available for \$8.25 (one way). For more information visit <http://www.bart.gov/>, or call +1-510- 465-2278.

CAR RENTAL

Avis is the official car rental service for the AUTM 2014 Annual Meeting. Rentals may occur in San Francisco locations. An advance reservation is recommended. [Click here for online reservations](#), or call +1-800-331-1600. Use AUTM's Avis Worldwide Discount (AWD) number J867535, to receive special pricing. This discount will be effective Feb.10– 28, 2014.

PARKING

Valet and self-parking at the San Francisco Marriott Marquis are available for \$62.28, plus tax, daily, with in and out privileges. Rates are subject to change. Off-site parking at Fifth & Mission/ Yerba Buena Garage is available for \$32.00 a day, but in and out privileges are not available. [Click here to view off-site parking rates.](#)

FOREIGN VISAS

Travelers coming from qualified countries to the United States for tourism or business for 90 days or less may be eligible to visit without a visa. For more information visit www.travel.state.gov/visa.

DRESS CODE

Attire for the AUTM Annual Meeting is business casual. Because meeting room temperatures sometimes fluctuate, AUTM recommends bringing a light sweater or jacket.



REGISTRATION

The AUTM Annual Meeting registration fee includes admission to all educational workshops, mini-courses, session recordings synced with slides, special interest groups (SIG), plenary sessions, Freshman Orientation, VC Roundtable, Venture Forum, Industry-Academia Partnering Forum and Reception, Fireside Chat, exhibits, the online partnering tool and group meal functions. You must be a current AUTM member to qualify for the member registration fee.



TAKE THE AUTM 2014 ANNUAL MEETING ANYWHERE!

All annual meeting registrations now include free access to more than 40 workshop recordings captured as true multimedia recreations with synchronized slides, handouts and more! Experience AUTM 2014 Annual Meeting wherever and whenever you want— online or as downloads in MP3 format for easy listening.

PREPAID BY DECEMBER 18, 2013

Your payment must be received by December 18, 2013, to qualify for the early registration fee. Registration forms that do not include credit card information or a check for payment cannot be processed and do not qualify as an early paid registration.

JOIN AND SAVE!

The Meeting and Membership Package includes admission to the AUTM 2014 Annual Meeting and a one-year AUTM membership, which will expire December 31, 2014. The fee does not include the AUTM Startup Business Development, AUTM Marketing, AUTM Technology Valuation or AUTM Advanced TOOLS Courses. This package is not applicable to student memberships.

* AUTM's membership renewal cycle begins October 1.

AUTM membership is on an individual basis. To qualify for the member registration fees, you must be a current member of AUTM.



“The AUTM annual meeting is a must experience for any technology transfer or technology commercialization professional. The networking opportunities are invaluable”

— 2013 Attendee



Prepaid by December 18, 2013 Your payment must be received by December 18, 2013, to qualify for the early registration fee.		Prepaid after December 18, 2013, and by January 30, 2014 Your payment must be received by January 30, 2014, to qualify for the regular registration fee.		After January 30, 2014 and in person After January 30, 2014, you must register in person and pay the on-site registration fee.	
AUTM Member	\$740	AUTM Member	\$815	AUTM Member	\$915
Meeting and Membership Package	\$1,025	Meeting and Membership Package	\$1,100	Meeting and Membership Package	\$1,200
Nonmember & Electronic Member	\$1,040	Nonmember & Electronic Member	\$1,115	Nonmember & Electronic Member	\$1,215

One-Day Registration

One-day registration includes admission to all educational sessions, exhibits, the online partnering tool, session recordings, group meal functions and social events scheduled for the day purchased.

AUTM Member One-day Registration	\$550
Meeting and Membership One-day Package	\$835*
Nonmember One-day Registration	\$900

Student Registration

Student registration includes admission to all educational workshops, mini-courses, session recordings synced with slides, special interest groups, plenary sessions, Freshman Orientation, VC Roundtable, Venture Forum, Industry-Academia Partnering Forum and Reception, Fireside Chat, exhibits, the online partnering tool and group meal functions. Proof of full-time student status is required to register at the student rate..

Student	\$340
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REGISTRATION

CONTINUING LEGAL EDUCATION (CLE) CREDIT

(Up to 10 hours credit with an option to earn up to **1.5 hours of Ethics CLE**)

AUTM has applied for sponsorship for CLE Credit in the U.S. states that require CLE Credit.*

Continuing Legal Education (CLE) Credit \$175

* In select states, pending approval.

AUTM MARKETING COURSESM

The AUTM Marketing Course is a full-day educational event that includes a networking breakfast, lunch and refreshment breaks. Scheduled for Wednesday, February 19. Seating is limited.

Prepaid by December 18, 2013

AUTM Member	\$225
Nonmember	\$300

Prepaid after December 18, 2013 and by January 30, 2014

AUTM Member	\$250
Nonmember	\$325

After January 30, 2014, and in person

After January 30, 2014, you must register in person and pay the on-site registration fee.

AUTM Member	\$275
Nonmember	\$350

AUTM STARTUP BUSINESS DEVELOPMENT COURSESM

The Startup Business Development Course is a full day educational event that includes a networking breakfast, lunch and refreshment breaks. Scheduled for Wednesday, February 19. Seating is limited.

Prepaid by December 18, 2013

AUTM Member	\$225
Nonmember	\$300

Prepaid after December 18, 2013, and by January 30, 2014

AUTM Member	\$250
Nonmember	\$325

After January 30, 2014, and in person

After January 30, 2014, you must register in person and pay the on-site registration fee.

AUTM Member	\$275
Nonmember	\$350



REGISTRATION

AUTM ADVANCED TOOLS COURSESM

The Advanced TOOLS Course is a full day educational event that includes a networking breakfast, lunch and refreshment breaks. Scheduled for Wednesday, February 19. Seating is limited.

Prepaid by December 18, 2013

AUTM Member	\$225
Nonmember	\$300

Prepaid after December 18, 2013, and by January 30, 2014

AUTM Member	\$250
Nonmember	\$325

After January 30, 2014, and in person

After January 30, 2014, you must register in person and pay the on-site registration fee.

AUTM Member	\$275
Nonmember	\$350

AUTM TECHNOLOGY VALUATION COURSESM

The AUTM Valuation Course is a half-day educational event that includes a networking lunch and refreshment break. Scheduled for Friday, February 21. Seating is limited.

Prepaid by December 18, 2013

AUTM Member	\$150
Nonmember	\$175

Prepaid after December 18, 2013, and by January 30, 2014

AUTM Member	\$175
Nonmember	\$225

After January 30, 2014, and in person

After January 30, 2014, you must register in person and pay the on-site registration fee.

AUTM Member	\$225
Nonmember	\$275

ACCOMPANYING PERSON

Accompanying person registration is for individuals who are not in the technology transfer profession. Registration includes guest admission to the exhibits, refreshment breaks, luncheons and continental breakfasts, the Opening Reception, and the Saturday evening Closing Reception only. Admission to educational sessions is not included with this registration. To register an accompanying person, the registration must be submitted with a full paid registration form. Accompanying person registration is available to guests outside the industry. Participation may be refused at AUTM's discretion.

Accompanying Person	\$305
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REGISTRATION

MEETING AND MEMBERSHIP PACKAGE

The Meeting and Membership Package includes admission to the AUTM 2014 Annual Meeting and a one-year AUTM Membership, which will expire December 31, 2014. The fee does not include the Professional Development Programs – AUTM Startup Business Development, Marketing, Technology Valuation or Advanced TOOLS Courses. **This package is not applicable to student memberships.**

REGISTRATION CANCELLATION POLICY

Notification of cancellation must be submitted in writing. Cancellations received by Jan. 23, 2014, will be subject to a \$75 cancellation charge. No refunds will be given after Jan. 23, 2014. Substitutions are allowed at any time but must be submitted in writing and must be of the same membership status.

INVOICE REQUEST

Registration will be subject to a \$50 fee when requesting an invoice to pay for registration. Please note, in order to qualify for the early registration discount, full payment must be received or postmarked by Dec. 18, 2013. All other payments must be received or postmarked by Jan. 30, 2014. AUTM does not accept purchase orders.

PAYMENT CONFIRMATION

Attendees who include an email address on their registration form will receive an email confirmation and receipt within 24 hours of registering online. Allow up to five business days if registering by mail or fax. If an email address is not provided, registrants will receive a confirmation in the mail within 14 business days.



Online – Register online at: www.autm.net/2014



By Fax – Faxed registrations qualify as paid only when credit card information is included. Fax registration form and completed credit card information to +1-847-480-9282. If you fax a registration form with credit card information, do not mail an additional copy.



By Mail – Send payment and registration form to:
Association of University Technology Managers
33661 Treasury Center
Chicago, IL 60094-3600 USA


Caution: If you submit your registration form more than once, it may result in a duplicate charge on your credit card. Send your registration using only one method of payment.

QUESTIONS

If you have any questions regarding the program or registration, contact AUTM headquarters via email at annualmeeting@autm.net, by phone at +1-847-559-0846, or fax at +1-847-480-9282.

ABOUT AUTM

The Association of University Technology Managers® is a nonprofit organization dedicated to promoting, supporting and enhancing the global academic technology transfer profession through internal and external education, training and communication. AUTM's more than 3,000 members represent managers of intellectual property from more than 300 universities, research institutions and teaching hospitals as well as numerous businesses and government organizations.

Association of University Technology Managers®, AUTM® and , are registered trademarks of the Association of University Technology Managers.

AUTM Annual MeetingSM, the AUTM Marketing CourseSM, the AUTM Startup Business Development CourseSM, the AUTM Technology Valuation CourseSM, and the AUTM Negotiations CourseSM are service marks of AUTM.

AUTM ConnectTM and  are trademarks of AUTM.



AUTM 2014 ANNUAL MEETING REGISTRATION FORM

FEBRUARY 19 – 22, 2014

San Francisco Marriott Marquis • San Francisco, CA USA

Register Today!
Only on-site registrations will be accepted after January 30.
Register online at:
www.autm.net/2014

For Office Use:

ID # _____

Reg # _____

Please print

Given Name/First Name _____ Surname/Family Name/Last Name _____

Credentials (Ph.D., J.D., etc.) _____ Job Title _____

* Badge Name (as you would like your name to appear on your badge, if different than above) _____

Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Work Phone _____ Work Fax _____

Email _____ Mobile Number (Optional) _____

Emergency Contact _____ Emergency Contact Phone _____

After Hours Phone or Email Address (optional) _____

Update my member profile with this information Do not post my name on the pre-registration list.

Send a copy of my registration email confirmation to: _____

Are you the director/senior member of your technology transfer office?
 Yes No Not Applicable

Where did you hear about the annual meeting?

- Twitter AUTM Website
- Facebook AUTM Update
- LinkedIn Colleague
- Another AUTM Meeting Online Magazine
- Annual Meeting Email Print Magazine
- Other _____

Affiliation:

- University Teaching Hospital
- Non-Profit Research Institute Government Technology Transfer Program and/or Federal Lab
- Academic Research Institute Foundation
- Support Industry Technology Transfer Consultant
- Licensing Agent Venture Fund
- Accountant For-Profit Non-Academically Affiliated Research Firm For-Profit Corporation Law Firm
- Other, please list _____

Please check the appropriate fees

	By Dec. 18, 2013	By Jan. 30, 2014	After Jan. 30, On-site Registration Only
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AUTM Regular Member Registration

\$740 \$815 \$915 \$ _____

Includes admission to the AUTM 2014 Annual Meeting and meeting recordings

Joining AUTM for the first time?

The Meeting and Membership Package includes admission to the AUTM 2014 Annual Meeting, meeting recordings and a one-year AUTM membership, which will expire December 31, 2014. AUTM's typical membership renewal cycle begins October 1. Due to the timing of the annual meeting, an exception will apply for the 2014 membership cycle. New members will be accepted September 3 for the 2014 membership year. This package is not applicable to student memberships.

Meeting/Membership Package

\$1,025 \$1,100 1,200 \$ _____

Nonmember and Electronic Member Registration

\$1,040 \$1,115 \$1,215 \$ _____

Includes admission to the AUTM 2014 Annual Meeting and meeting recordings

Student Registration

\$340 \$340 \$340 \$ _____

Includes admission to the AUTM 2014 Annual Meeting and meeting recordings. (Attach a copy of your valid student ID)

By registering for this meeting, I acknowledge that my photograph may be taken at the event for purposes of documenting the meeting and that it may be used for informational articles or future promotions for this organization's activities.

Please check the appropriate fees

	By Dec. 18, 2013	By Jan. 30, 2014	After Jan. 30, On-site Registration Only
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One-day Registration Check one: Thur. Fri. Sat.

Includes one day meeting admittance and session recordings

Member One-day Registration \$550 \$550 \$550 \$ _____

Meeting & Membership

One-day Package \$835 \$835 \$835 \$ _____

Nonmember and Electronic Member

One-day Registration \$900 \$900 \$900 \$ _____

Professional Development Courses:

Professional Development Course Registration Total (from Additional Registration Option Form) \$ _____

If attending only a course, check here

Optional Events:

Optional Events Registration Total (from Additional Registration Option Form) \$ _____

Accompanying Person** \$305 \$305 \$305 \$ _____

Name of Accompanying Person _____

** For individuals who are not in the technology transfer profession. Admission to educational sessions **is not** included.

Invoice fee \$50 \$50 \$50 \$ _____
(Unpaid registration requiring an invoice)

Add total from optional courses on next page \$ _____

Total Registration Fees \$ _____

Payment

Check enclosed for \$ _____

(Make checks payable to: **Association of University Technology Managers Inc.**)

VISA MasterCard American Express Discover

Amount \$ _____

Signature _____

Card Number _____

Expiration Date _____

For U.S. citizens only: Contributions, gifts, dues or other payments to the Association of University Technology Managers are not deductible for federal income tax purposes as charitable contributions. However, they may be deductible as ordinary and necessary business expenses. Please consult your tax advisor. AUTM's Taxpayer ID# 36-3011951



AUTM 2014 ANNUAL MEETING
ADDITIONAL
REGISTRATION OPTIONS
FEBRUARY 19 – 22, 2014
San Francisco Marriott Marquis • San Francisco, CA USA

For Office Use:

ID # _____

Reg # _____

If you are registering for a course or optional events, this form must be completed in order for your registration to be processed.

Given Name/First Name _____

Surname/Family Name/Last Name _____

Professional Development Course Registration Policies:

- Courses will be filled on a first-come, first-served basis.
- In the event that a selected course has sold-out, AUTM headquarters will notify you.

Check the appropriate registration fee(s) and add total to the AUTM registration form.

Note: Both forms must be submitted to secure course registration.

Professional Development Courses

Please check the appropriate fees

	By Dec. 18, 2013	By Jan. 30, 2014	After Jan. 30, On-site Registration Only	
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AUTM Marketing CourseSM

Wednesday, February 19, 7 a.m. – 5 p.m.

Member	<input type="radio"/> \$225	<input type="radio"/> \$250	<input type="radio"/> \$275	\$ _____
Nonmember	<input type="radio"/> \$300	<input type="radio"/> \$325	<input type="radio"/> \$350	\$ _____

AUTM Advanced TOOLS CourseSM

Wednesday, February 19, 7 a.m. – 5 p.m.

Member	<input type="radio"/> \$225	<input type="radio"/> \$250	<input type="radio"/> \$275	\$ _____
Nonmember	<input type="radio"/> \$300	<input type="radio"/> \$325	<input type="radio"/> \$350	\$ _____

AUTM Startup Business Development CourseSM

Wednesday, February 19, 7 a.m. – 5 p.m.

Member	<input type="radio"/> \$225	<input type="radio"/> \$250	<input type="radio"/> \$275	\$ _____
Nonmember	<input type="radio"/> \$300	<input type="radio"/> \$325	<input type="radio"/> \$350	\$ _____

AUTM Technology Valuation CourseSM

Friday, February 21, 12:30 – 5 p.m.

Member	<input type="radio"/> \$150	<input type="radio"/> \$175	<input type="radio"/> \$225	\$ _____
Nonmember	<input type="radio"/> \$175	<input type="radio"/> \$225	<input type="radio"/> \$275	\$ _____

Free 3-hour Professional Development Mini-Courses

(Full Annual Meeting registration is required)

Please check your course selections

	By Dec. 18, 2013	By Jan. 30, 2014	After Jan. 30, On-site Registration Only
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AUTM Professional Development Mini-courses

AUTM 3-hour Mini-courses (Full Annual Meeting registration is required)

Fundamentals of IP Strategies

Thursday, February 20, 10:30 a.m. – 3 p.m.

Free Free Free

Licensing FDA Regulated Inventions

Thursday, February 20, 10:30 a.m. – 3 p.m.

Free Free Free

Business Side of the License

Saturday, February 22, 11 a.m. – 3:30 p.m.

Free Free Free

Agricultural Collaborations and Strategic Imperatives

Saturday, February 22, 11 a.m. – 3:30 p.m.

Free Free Free

Optional Events

Please check the appropriate fees

Continuing Legal Education (CLE) Credit \$175 \$175 \$175 \$ _____

Up to 10 hours credit with an option to earn up to 1.5 hours of ethics credits. AUTM has applied for sponsorship for CLE credits in the U.S. states that require CLE credit.

Texas Hold 'em Tournament \$40 \$40 \$40 \$ _____

Friday, February 21, 3 – 7 p.m.

(limited availability)

Wine Tasting \$40 \$40 \$40 \$ _____

Saturday, February 22, 4 – 5:30 p.m.

(limited availability)

Professional Development Course Registration Total \$ _____

Optional Event Registration Total \$ _____

**IF YOU ARE REGISTERING FOR A COURSE OR OPTIONAL EVENT,
THIS FORM MUST BE COMPLETED AND RETURNED WITH YOUR AUTM CONFERENCE REGISTRATION FORM.**



Association of University Technology Managers®
Advancing Discoveries for a Better World®

Membership Application Form

GIVEN NAME/FIRST NAME _____ SURNAME/FAMILY NAME/LAST NAME _____

ORGANIZATION _____

JOB TITLE _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ POSTAL CODE/ZIP _____

COUNTRY _____ PHONE _____

EMAIL By providing my email address I agree to accept email from AUTM headquarters regarding AUTM activities, events and news. Check here to acknowledge: FAX By providing my fax number I agree to accept faxes from AUTM headquarters regarding AUTM activities, events and news. Check here to acknowledge:

Please email membership receipt to _____ ORGANIZATION'S WEBSITE ADDRESS _____

REGULAR MEMBER (\$285 membership dues) **THIS SECTION NEEDS TO BE COMPLETED IN FULL**

Do you work for an academic, non-profit or governmental research institution? Yes No

Are you the most senior member of your institution's technology transfer organization who belongs to AUTM? Yes No

(We need to know with whom to communicate when we need to seek your institution's opinion on specific matters.)

My place of employment is best defined as:

- University (includes nonprofit research organizations formed for the sole purpose of managing a university's or college's intellectual property)
- Teaching hospital Nonprofit research institution Government technology transfer program and/or federal lab

Do you work for a for-profit entity, foundation or association? Yes No

My place of employment is best defined as:

- | | | |
|--|--|--|
| <input type="radio"/> Independent attorney or a law firm | <input type="radio"/> Technology transfer consultant and/or consulting firm | <input type="radio"/> For-profit non-academically affiliated research firm |
| <input type="radio"/> For-profit corporation | <input type="radio"/> Licensing agent | <input type="radio"/> No affiliation |
| <input type="radio"/> Support industry such as data systems management groups, information specialists, technology transfer conference organizers, publishers, professional organizations/associations | <input type="radio"/> Venture fund and/or financial group | <input type="radio"/> Other, please specify: _____ |
| | <input type="radio"/> Accountant or accounting firm that is involved in technology transfer | |
| | <input type="radio"/> Foundation (other than those whose purpose is outlined under regular membership) | |

STUDENT MEMBER (\$50 membership dues)

Applicants for student membership must attach proof of status; i.e., letter from advisor.

A person who is a full-time student or fellow in an institution of higher education, or a resident in a resident-training program at a teaching hospital, whose educational experience involves activities relating either directly or indirectly to the administration of the institution's intellectual property.

ELECTRONIC MEMBERSHIP (for developing economies) For information on this membership option, visit www.autm.net.

Years of Experience (Please check one)

0-2 3-7 8-14 15-20 21+ **Gender:** Female Male

Which of the following areas are most significant in your job? (Check all that apply)

- | | | |
|--|--|-----------------------------------|
| <input type="radio"/> Company/spin-out development | <input type="radio"/> Economic development identification/evaluation | <input type="radio"/> Marketing |
| <input type="radio"/> Contract negotiation | <input type="radio"/> Licensing technology | <input type="radio"/> Research |
| | | <input type="radio"/> Other _____ |

PAYMENT INFORMATION (Payment is in U.S. dollars. AUTM's Tax ID #36-3011951.)
AUTM's membership year is January 1 through December 31. New members joining after October 1 will be considered members through December 31 of the following year. All others will be invoiced for dues prior to January 1. Membership dues are deductible as business expense, but not as charitable contribution for federal tax purposes. Membership dues are nonrefundable.

Payment

I wish to renew my dues AUTOMATICALLY until such time as I choose to stop. (Written notice required for cancellation)

To authorize automatic renewal of your AUTM membership, simply check the appropriate box on the membership renewal form. You will be charged for subsequent years' dues according to the payment information you provide. AUTM will send you a reminder notice of the impending automatic debit at least one month prior to the charge to your account.

To cancel participation in the automatic renewal program, simply inform AUTM in writing before December 1 the year prior to which you plan to not participate in the program. (Example: Notify AUTM by December 1, 2012 if you do not plan to participate in automatic renewal program for 2013.) Thereafter, you can renew your membership as you wish or cancel your membership.

My check made payable to **Association of University Technology Managers** is enclosed.

VISA MasterCard American Express Discover

Print name as it appears on card _____

Card # _____ Exp. Date _____ Signature _____

Billing Address (if different from above)

**Mail completed form with payment to: AUTM, 33661 Treasury Center, Chicago, IL 60694-3600 Or fax to: +1-847-480-9282
If you have any questions, please contact AUTM headquarters by phone at +1-847-559-0846 or info@autm.net.**